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| **COURSE SYLLABUS** |

**HSPM 140 – Convention Management**

**Fall Term, 2018, Instructor: Dan Cormany, PhD**

**Department of Hospitality, Tourism and Event Management – SJSU**

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| **Class Time: M W**  10:30 – 11:45 pm | **Location:** M W MacQuarrie 324 |
| **Office Hours:**Monday/WednesdayNoon to 1:15 pmTuesday/Thursday10:30 am to 2 pmThese don’t work for your schedule? I’ll be glad to make other arrangements with you so we may chat. | **Office:** MacQuarrie Hall 438B |
| **E-mail:** dan.cormany@sjsu.edu *please* 1. Use this for all email to me – don’t use the canvas email as I don’t receive them as quickly
2. *However, do turn in assignments through canvas, rather than email*
 |
| **Phone:** 408-924-2220  |
| **Cell:** 702-427-3130 *(please, not later than 10 pm or earlier than 10 am - remember to ID self on texts)* |

Text:

None. I will be providing several articles on Canvas (primarily from very current blogs) to assist you in your project responsibilities. As a help in this course and for extra credit, you may also choose to do the online modules for a “Meeting and Event Technology” certificate. Details below.

*Recommended:*

Professional Meeting Management, Comprehensive Strategies for Meetings, Conventions and Events. 6th edition. Professional Convention Management Association. ([www.kendallhunt.com/pcma/](http://www.kendallhunt.com/pcma/)). (Also check Amazon for prices used) – A required text to eventually obtain a CMP certification.

## Course Description:

## Emphasis is on the skills and details needed for planning meetings, and conferences. Focus is on multi-day programs for associations – logistics, technology and design, as corporate events tend to have fewer decisions and options.

## Course Objectives:

Upon successful completion of the course students will be able to:

* Identify differences in corporate, association, and third party meeting planner roles
* Prepare a basic meeting, including meeting objectives, food service, audio visual, and event arrangements
* Understand and be able to perform the basic logistics duties of planning a convention
* Understand and be able to perform the basics of meeting design
* Understand and be able to utilize current meeting technologies

Class Format:

This class will be a mix of lecture and group work. However, the group work will be different than perhaps you have done in the past, for each member will have a specific responsibility for which he or she must develop, while maintaining communication with other group members for each member’s responsibilities will impact on the successful completion of all other group members’ responsibilities. Generally, presentations will be made on Monday and maybe briefly on Wednesday, then the group will be working the rest of the Wednesday period.

To complete individual responsibilities, it is anticipated that each of you will need to consult with the professor for assistance and direction. It is essential that each student work on his or her responsibilities throughout the semester – both to successfully and fully complete them on time and so other group members are not held up.

Computer Use in Class:

A new policy within the entire Hospitality, Tourism and Event Management department forbids use of computer, tablets, or cell phones during class presentations. (The entire new code is at the end of this syllabus.) Computers and phones may be used during group work – for that group work only. Students found doing assignments for other classes, visiting social media sites, or doing other non-class-related activities will be asked to leave the class until they finish such activities.

Canvas Use:

Canvas services are used extensively in this course. All lecture notes, articles, and examples are located on Canvas. There are also many student resources available to you under “student resource” section pertaining to special events and meetings.

Grading Scale:

97% and Above A+

93-96% A

90-92% A-

88-89% B+

83-87% B

80-82% B-

78-79% C+

70-77% C

60- 69% D

Below 60% F

 *This class is based on an 1000 total points system.*

Exam: (total 200 points)

One final, worth 200 points. The exams will consist of multiple choice and true-false questions from class material. It will be given on Canvas. No make-up exam will be given without verified excuses (e.g., university sports travel). *To replicate the real world, the exam is open note. However don’t be lulled into a feeling of security by the open note/power point option!*

Assignments: (total 700 points)

1. *Participate in a Webinar, Virtual Meeting or Hybrid meeting (100 points – Due October 15)*

Webinars, Virtual Meetings and Hybrid meetings are being incorporated more in meeting plans annually. In fact, they appear to be encouraging attendance at live meetings. However, their format and structure are different. Please identify a webinar or virtual meeting pertaining to meetings, events, hospitality or tourism, sign up and attend it. (These can be found in many places, including association websites, Bizbash, MPI, PCMA, Meeting Manager’s Blog, Smart Meetings, Meetings & Conventions, etc.) A form is provided on Canvas on which to summarize your experience.

1. *Design of a Meeting, according to SPECIFICATIONS (600 points)*

*This is a team project of 6 members per team. Unlike the Special Events project, this is* ***NOT*** *a sales project, but it is a professionally presented body of work, and a professional presentation (both written and oral) is vital. Oral presentations will need to be precise, to preserve limited time.*

This project involves professional meeting planners who will meet with the group for the duration of one class period, answering all questions posed to them by the group, similar to a meeting owner. Items expressly given to the group include:

* Association holding the meeting
* Purpose of the meeting and approximate length
* Approximate numbers anticipated
* General demographics and psychographics of attendees
* Time of year
* Approximate budget per attendee

The group is welcome and encouraged to ask additional questions or pursue additional clarification.

Each group will be made up of 6 members, and each member will have a specific, role in reaching the group’s final report. It is anticipated each will need to do some online research for models, examples, and templates from which to do his or her specific tasks. Any reputable resource is acceptable, as long as they are identified.

Groups will assess its members’ contribution 3 times. Non-contributors will have their group grade lowered, and those contributing at superior levels may have their grades raised. In severe cases, the group has the right to “fire” a nonparticipant. For guides on this extreme action, see the instructor.

*Each group member will receive two grades. Up to 400 points will be awarded for the overall group work (adjusted for individual work each made, based on group assessment of each member’s contributions). Two hundred points will be based on individual’s work on his or her assigned part of the group work.*

Group members will have one of the following areas of responsibility:

**Site selection, and project management flow**

* Identify all necessary space that needs to be included in the contract
* Prepare an RFP for the most desired area (including guest room block, and all support facilities) – be sure to *explain how* the group determined room block – this would normally go to the area CVB (For this project, all sites meeting your criteria may be considered available)
* Choose two appropriate sites – prepare site visit reports with *rationale* as to why they were selected. Identify any weaknesses (areas of need not completely met) that some sites may be outside the area, “site visits” based upon internet information may be acceptable.
* Prepare in descending order a list of concessions to be asked of venue – top of list is most important to lesser important items
* Prepare an overall project management schedule

**Technology, and Registration**

* Determine services to be included in conference app, listing services in a descending order of priority – design app using Event Mobi or Evenium - provide *rationale* for what is included or excluded
* Identify a service to use to do electronic registration of attendees.  *Rationale* as to why they, and not a competitor, was selected.
* Device registration form to be used for all registrants, including optional registration activities, if being used
* Identify all onsite AV and WiFi needs, and prepare RFP for AV company
* If program design has any special or unusual needs, identify provider and estimated costs
* Provide a breakdown in costs to the budgeting director – determine registration levels to be used
* Will any part of this meeting by hybrid? Identify costs and potential profits from such efforts.
* How will each aspect of the meeting and its overall outcome be assessed?

**Food and Beverage, Sustainability**

* All F&B needs, along with menu selections and prices, guarantee numbers, service style - provide *rationale*
* If the group are requesting special menus, the group may estimate prices based upon comparable recipes from the same source’s menus.
* Determine special meal needs
* Determine sustainability and/or CSR focus, and set goals, and identify how these goals will be met and measured

**Program Design**

* Determine conference agenda/ theme/ objectives – provide *rationale*
* Establish agenda for conference – detail format for each part (main emphasis, and method of providing for that goal)
* Determine room sets, with *rationale*, and specify use of AV or other technology
* Provide room diagrams for all sets
* Determine if speakers are to be used, and recommend appropriate topics and formats with *rationale*
* Does the group recommend any social events, recreation, guest programs? *Rationale*?
* Are there any special events? What and where? For whom?
* Do you need to use DMC? What services are needed?
* Ground transportation needs and arrangements

**Marketing, Sponsorship**

* Identify anticipated attendee demographics and psychographics and targeted markets
* Develop marketing plan
* How will you attempt to reach potential new attendees?
* Prepare a social media plan, including target dates and topics – and email calendar
* Determine all signage needed, including size and information to go on each sign or banner and obtain pricing
* What sponsorship opportunities, and directed toward which potential sponsors, do you have? Prepare a sponsorship sales collateral kit.

**Budgeting and Risk Management**

* Prepare an total approximate budget
* Lead decision making on registration price levels, assuring that the association will cover all costs and make at least 25% of their total annual budget on convention proceeds
* Prepare cash flow to show that all costs will be in a position to be covered at the time they come due

IMPORTANT NOTE: While the basics for each of these items will be covered in class, a portion of the group work time should be used by individuals to discuss with the professor specifics and methods to complete fully their assigned responsibilities.

*Presentation of the information compiled or created will be to the same meeting planners who have been working with class all semester. Emphasis in this presentation should be on the “why” – what is the rationale behind the decisions chosen by the group? The meeting planners may ask any questions they choose. At the end of the class, the meeting planner will evaluate the group(s) which they have been working, and the evaluations of will be given to the professor for final grade judgments.*

Class Participation (100 points):

I strongly encourage you to attend all classes and be an active participant – it is the best way to truly learn a subject. I realize that sometimes, however, life interferes, and therefore students here are treated as adults and may make their own choices in attendance when I am teaching.

However, when there are tours, guest speakers, key group meetings, or other students presenting, both out of respect and courtesy for those who have prepared materials for you, attendance will be taken on the days on the syllabus marked in tan. Ten points are awarded for each day in attendance for these ten days, with an additional 20 points to students attending all eight of these days. Therefore, total class participation points = 100. Days in which attendance is taken is marked with a red asterisk (**\***) on the class schedule.

**Total Class Points Available = 1000**

Extra Credit:

If you wish, you may submit extra credit, all of which are related to professional preparation. The three options for extra credit are: 1) Working an event; 2) Obtaining professional business cards (very important for networking), and/or 3) Becoming an active member of a professional meeting or event planning association.

Working Events (points determined per event – *please clear these efforts prior to the event to receive credit*)

Opportunities will be offered throughout the semester or may be sought out by you, but in any case, must be accompanied by signed verification of your work by a member of the event production team, and a one page report on duties performed, lessons learned, and critique of the good and bad aspects of the event from a planner’s perspective.

**Purpose: Hands-on learning.**

**Join A Professional Event Planning Association, and attend at least one local meeting (25 points)**

The networking opportunities presented by professional associations is nearly essential for you to enter the industry. All the professional associations offer deeply discounted rates for students. Recommended organizations include: Meeting Professionals International (MPI); Professional Convention Management Association (PCMA); International Live Events Association (ILEA, formerly ISES); National Association of Catering and Events (NACE); International Association of Exhibitions and Events (IAEE). I’ll be glad to discuss with you which organization might best serve your professional goals prior to you joining.

**Purpose: Networking and educational opportunities in the real world.**

**Complete Certificate in Special Events Medical Services (100 points)**

This is about an 8 hour online course requiring the purchase of a book by Clay Richmond and Doug Poore. The training is not in medicine, but in calculating the need for aid stations, especially at sporting and festival events.

**Purpose: It is excellent certification for anyone wanting to go into large-scale event production as this is a major piece of risk management.**

**Complete Certificate in Meeting and Events Technology (100 points)**

There are online lessons from EventMobi in order to address the technology aspects of meeting planning, and to provide students a considerable payoff with a Certification in Meeting and Event Technology.

These “Modules” are estimated to take a total of about 7 hours to complete, although none are longer than 20 minutes. The certificate is free to earn. To sign up, go to [academy.eventmobi.com](http://academy.eventmobi.com/) - click the Register button and enter your information and code (which, for this class is: SJSU2018). At this point you'll be able to log in right away. Once registered you may return to work on the certificate at:   <https://www.academy.eventmobi.com/learn/lp/4/metc-san-jose-state-university>

**Purpose: It is also an excellent certification for anyone wanting to go into any event production as this is a major piece of risk management.**

Course Schedule

Note that several professionals in the events field have been invited to stop by and to watch the final presentations made by students in this class with a constructive critique offered to you afterward.

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| M/W MacQuarrie 324 | ***Day's Topic*** |
| W 8/22 | Introductions to each other and class |
| M 2/27 | Review Syllabus / Intro to the MICE Industry |
| W 8/29 | Why Meet? What is included in the typical conference? |
| M 9/3 | Labor Day – No Class  |
| W 9/5 | Learning Environments and Room Sets |
| M 9/10 | Introduction to Meeting Design; *Group Work Time (brief)* |
| W 9/12  | **Meeting with Meeting Planner - team consultation\*** |
| M 9/17 | Creating an RFP and working with Convention & Visitor's Bureaus (DMO's) |
| W 9/19 | Site Visits and Negotiating |
| M 9/24 | **Site Visit to Fairmont Meeting Space\*** |
| W 9/26 | Hotel Contracts and Room Blocks; *Group Work Time*  |
| M 10/1 | Food and Beverage |
| W 10/3 | Registration Processes; *Group Work Time\** |
| M 10/8 | Budgeting, Financial Planning |
| W 10/10 | Environmentally and Socially Responsible Meetings |
| M 10/15 | *Group Work Time \* Webinar Report Due* |
| W 10/17 | **Meetings at Sea, with Rick Adams** \* |
| M 10/22 | Special Events in Meetings, Hospitality, Guest Programs, Recreation, Incentive Travel |
| W 10/24 | Sponsorships, and Marketing |
| M 10/29 | *Group Work Time \** |
| W 10/31 | World of Risk Management |
| M 11/5 | **Guest Speakers: Eric and Ben of Evenium**\* |
| W 11/7 | *Group Work Time*\* |
| M 11/12 | Veteran’s Day |
| W 11/14 | Networking - a vital part of live meetings |
| M. 11/19 | Standard documents, constructing an ESG, running a PreCon  |
| W/ 11/21 | Thanksgiving Break  |
| M 11/26 | *Group Work Time \** |
| 11/28 | *Group Work Time \** |
| M 12/3 | *Presentation to Meeting Planner of Documents/Work* \* |
|  | ***Final Exam (online) – during scheduled finals period*** |

Class Code of Conduct

1. During lectures there will be no cell phone use nor laptop or tablet use
	* 1. First violation, verbal warning
		2. Second violation violators will have their phones or computers confiscated until end of class. If the student doesn’t wish to surrender their technology, they may choose instead to leave the class.

*NOTE: If an urgent call is anticipated, student should inform instructor at beginning of class, and immediately leave the classroom in order to accept the call*

1. Electronic devices may be used during tests and *group work* only.
2. Plagiarism will not be tolerated, and you may be expelled from class with a subsequent F being assigned as a grade. Plagiarism is the direct copying of material from another source and representing it as your own. If you have questions, cite your source!
3. It is expected that you will be in class on time. Repeated tardiness, after a warning, will result in a lowered grade for either an assignment or the entire class, solely at the discretion of the faculty member.
4. Assignments turned in late will receive a point deduction of 10% off the earned grade.
5. All assignments are due at midnight of the day assignment was due, unless otherwise noted.
6. Students who are not contributing to group assignments may *be removed* from the group by unanimous written vote of group when approved by instructor. Students must confront – or try to contact – student in question, but then can vote to “fire” him or her. Instructor is an arbitrator. Such students will not automatically be assigned to another group, and will either need to complete the entire project individually or solicit membership in another group. The second group must unanimously accept (by written vote) the student.
7. Not all members of any group will necessarily receive the same grade on presentations or group papers. Group members will be graded separately in part guided by confidential assessments of the contributions by every other member.
8. Unannounced (pop) quizzes may happen as necessary to maintain student attendance and attention. These may be assigned a grade, or judged on a pass/fail basis, with each pass contributing points to the final grade.
9. Any student who the instructor feels is disrupting the class will be required to leave the class. (*Disruptions to include talking while others are recognized (by the instructor, including the instructor him/herself) to talk, providing distractions, responding in an uncivil attitude as judged solely by the instructor, and/or constantly leaving or moving around the class room)*